

INSIDE SPORTS

COLLEGE COACHES SWEAT IT

HUGE EXPECTATIONS FOR BASKETBALL PROGRAMS BEHIND TURNOVER, 1,10C
 ▶ JOBS, CANDIDATES, 1C
 ▶ ARK. COACH INSPIRES, 1C
 ▶ FINAL FOUR NOTES, 3C



Stephen Lefkowitz, USA TODAY
 NOLAN RICHARDSON:
 A hero in Arkansas, 1C

CELTICS FALL TO PACERS, 101-96 1,6C
 ▶ NBA RESULTS, 1,6C

WEDNESDAY, MARCH 28, 1990

NEWSLINE

A QUICK READ ON THE NEWS

WEATHER: Sunny with chance of showers in Rockies, North Central, Midwest, Southeast; rain in South Central; sunny in West; mild in Northeast. Color page. 10A.

WEATHER FORECASTS 24 HOURS A DAY
1-900-370-USAT FULL DETAILS, 10A

WALL STREET UP: Dow climbs 29.28 points to 2736.94. 3B. Next wave of junk bond crises could hit soon; firms trying to avoid defaulting on high-yield bonds. 1B.
 ▶ McDonald's has gone to "the dogs" in Japan. 4B.

JUST CALL: Director of Census Barbara Bryant, left, says bureau is adding more hot lines to handle flood of calls from those needing help. 3A.



BRYANT: 'We're adding lines fast.'

BLOCKED SIGNALS: Cuba jams transmissions of controversial U.S. TV programming; VOA to continue broadcasting. 4A.

HEALING SLOWLY: Life is hassle for some in S.C., six months after Hurricane Hugo. 3A.

LIMITS: High court upholds limits on political campaign spending by firms. CAPITAL LINE. 4A.

NOT LAUGHING: Texas GOP gubernatorial candidate chastised by family, public for joking about rape. 3A.

HOT POTATO: NOW to boycott Idaho potatoes if Gov. Andrus OKs law banning most abortions. 3A.

THE ENVIRONMENT: Procter & Gamble to start using recycled plastic jugs for liquid cleaners. 1B.

NATION: Greyhound offers \$100,000, sets up toll-free number for information on 23 shootings. NATIONLINE. 3A.

▶ Fire officials across USA checking social clubs to reduce possibility of Bronx, N.Y., inferno that killed 87. 2A.

WASHINGTON: Defense in John Poindexter's Iran-contra trial rests case. CAPITAL LINE. 4A.

ABROAD: PLO leader Yasser Arafat accuses Israel of stalling over formation of new government. 4A.

TODAY'S DEBATE: Weight-loss industry. In USA TODAY's opinion, "federal and state officials... even the Postal Service can help protect dieters." 8A.

▶ "All government regulatory efforts can achieve is to lull us into a false sense of safety," says Jeff Riggenbach. 8A.

MONEY: Eastern Airlines recovery not on time. 3B.
 ▶ Xerox Corp.'s newest copier automatically phones for repairs before it crashes, says what tools are needed. 7B.

SPORTS: Oakland slugger Jose Canseco assails his general manager, Sandy Alderson. 1C.

LIFE: Eyeliner again making its mark on beauty. 4D.
 ▶ ABC's World News Tonight With Peter Jennings continues to be No. 1 with dinner-time crowd. 1D.

COMING THURSDAY: A laugh-a-minute chat with Dana Carvey of Saturday Night Live.
 Compiled by Mary-Christine Phillip

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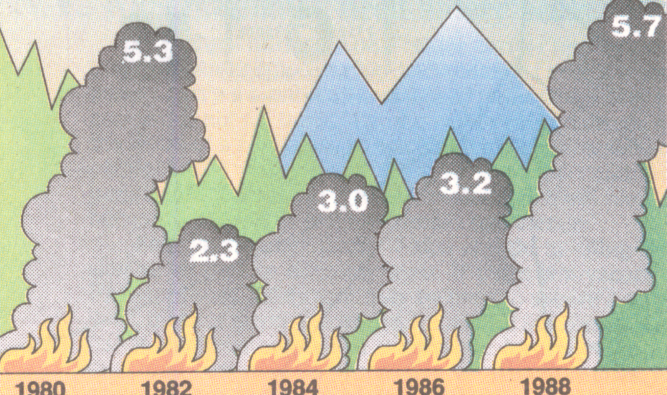
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USA SNAPSHOTS®

A look at statistics that shape the nation

Up in smoke

Land lost in forest fires in millions of acres:



Source: U.S. Forest Service By Juan Thomassie, USA TODAY

USA TODAY

NO. 1 IN THE USA...6.3 MILLION READERS EVERY DAY

WALL STREET WHIZ KIDS' PARTY OVER

MANY YOUNG TYCOONS LEFT WITH HEADACHE OF LIVING ON LESS, 1B
 ▶ 2 WHO MOVED ON, 1 WHO IS FIGHTING BACK, 2B

WEDNESDAY



By Ron Galella, Ltd.
 HALSTON: Died of AIDS complications, 1D

HATS OFF TO HALSTON; FRIENDS, FASHION WORLD MOURN DEATH 1D

DEA: Drug war failing to cut supply

By Sam Meddis
 USA TODAY

An unprecedented attack on cocaine traffickers has failed to cut the drug's availability on USA streets, the DEA says. "There is no shortage," says Frank Shults of the Drug Enforcement Administration. What Shults called a "bleak" assessment is contained in an internal DEA intelligence re-

port. Its findings are based on a recent survey of DEA offices in the USA and overseas — information from undercover operations, DEA purchases and intelligence sources. Police agree: "I don't see any decrease in the availability," says Dewey Stokes, president of the 203,000-member Fraternal Order of Police. "It's time that the bureaucrats... start a first-class war."

Dave Tell of drug czar William Bennett's office: "While drug availability is always an issue, the core problem is drug use. There are fewer drug users this year than last." The report also found: ▶ A Colombian crackdown has disrupted cartel operations — however, traffickers have adapted, in part, by moving cocaine labs to new areas. ▶ Cocaine traffickers are

starting to target Japan as a market for the first time. ▶ Wholesale cocaine prices have increased in some cities. An example: The low price of a kilogram in Los Angeles rose from \$13,000 to \$14,000. But Shults says price hikes appear "artificial" — attempts by dealers to gouge customers because of drug war publicity. Authorities had hoped some major victories would have cut

supplies. For example: ▶ In December, Colombian authorities killed Jose Rodriguez Gacha, No. 2 man in the Medellin cartel. ▶ In October, drug agents discovered a record 20 tons of cocaine in Los Angeles. A long-term effort is needed, says Shults. "There is definitely not a quick fix." ▶ Expanding markets, 6A



By Barbara Kinney

SPEEDY ADS: Marlboro-sponsored car races at the Indianapolis 500 time trials in 1986.

Big spenders on all sports

Tobacco company sponsorship of sports and cultural events in the USA was \$150 million in 1989, with about 70 percent spent on sports, according to *Special Events Report*. Philip Morris spent the most: \$100 million. Major tobacco firms and types of sports they sponsor: ▶ Philip Morris. Ice skating, bowling, soccer, sailing, skiing, motorcycle racing, auto racing, tennis. ▶ RJR. Golf, motorcycle racing, auto racing, truck racing, hydroplane racing. ▶ American Brands. Motorcycle racing, speedboat racing, bowling. ▶ Smokeless tobacco (Pinkerton, U.S. Tobacco). Auto racing, truck and tractor pulls, fishing.



By Bill Baptist

ANTI-SMOKING: Dr. Alan Blum and son David display tobacco sponsorship items. But T-shirts say: 'Emphysema Slims.'

Both sides win with mentoring

By Pat Ordozensky
 USA TODAY

Grades are up, drug use down and relationships improve for students who have an adult mentor, a survey shows. And some mentors find their own relationships improving. The survey of 400 teen-agers in the nationwide Career Beginnings program finds: ▶ 59 percent say a mentor helped boost grades. ▶ 53 percent credit mentors with helping them avoid drugs. ▶ 57 percent get along better with teachers, 46 percent got along better at home. ▶ 45 percent say they have more respect for and are more comfortable with other races. In a parallel survey of 400 mentors, 22 percent say they relate better with their kids, 16 percent with spouses; 5 percent report no personal benefit. "People say you can't measure what mentoring does," says Thomas Moloney of The Commonwealth Fund, a co-sponsor. "This gets the behavioral benefits... in focus." Career Beginnings, coordinated by colleges in 16 cities, offers 2,200 students a year a summer job, tutoring and a one-on-one mentor. Other co-sponsors: MacArthur Foundation, Gannett Foundation. The Louis Harris polling firm conducted the survey.

COVER STORY

The face-off: Free ads vs. fair promotion

By Erik Brady
 USA TODAY



James Colburn, Photoreporters
 SULLIVAN: Firms sending 'dishonest' message.

The marriage of tobacco and sports — worth more than \$100 million last year — is fraying around the edges. Today, the Houston City Council considers a resolution condemning sponsorship of sports events by tobacco companies — even as the Virginia Slims of Houston tennis tournament is played this week. And Health and Human Services Secretary Louis H. Sullivan is leading the charge to snuff out linkups such as Virginia Slims tennis, Winston Cup stock car racing and Marlboro Cup soccer. "When the tobacco industry sponsors an event in order to push their deadly product," says Sullivan, "they are trading on the health, the prestige and the image of the athlete." The Tobacco Institute's Thomas Lauria doesn't question Sullivan's right "to voice his concerns. But when he gets into matters of the marketplace he... should wear a label that says, 'Warning: Non-marketer outside of his field.'" Anti-smoking groups say sponsorship is an attempt by tobacco companies to make kids think smoking is OK: "Virginia Slims is not a tennis tournament, it is a cigarette ad," says Dr. Alan Blum of Baylor University, an anti-smoking activist. "And yes, Virginia, there is a lung cancer." But tobacco companies say sponsorship is evidence of good corporate citizenship: "What we are promoting is tennis, not smoking. We do

Please see COVER STORY next page ▶

U.S. avoids harsh words on Lithuania

By Don Kirk
 USA TODAY

The White House avoided "inflammatory language" on Lithuania Tuesday as the war of nerves in the rebellious republic escalated. Soviet troops Tuesday raided a hospital where Lithuanian deserters from the Red Army had taken sanctuary, beating and grabbing up to 23. Lithuanian President Vytautas Landsbergis bitterly denounced the lack of support from Western nations: "Is the West once again willing to sell Lithuania to the Soviet Union?" he asked, referring to the 1940 Nazi-Soviet pact that put Lithuania into the U.S.S.R. The administration has not recognized Lithuania's independence, declared March 11. Did President Mikhail Gorbachev violate a no-force pledge? "We simply are not going to try to (define) words like 'force,'" White House spokesman Marlin Fitzwater said. That response angered Lithuanians in the United States: ▶ "The whole Baltic community is furious," said the Rev. Casimir Pugevicius of Lithuanian Catholic Religious Aid, accusing the White House of "sheer moral cowardice." ▶ Ginte Damusis, of the Lithuanian Information Center, called it a "tactical political error" to back Gorbachev "above the democratic process." Vice President Dan Quayle found himself quoted by the Soviets as they defended the roundup of deserters. In Washington, Soviet Embassy official Sergei Chetverikov quoted Quayle as saying Saturday that "there should be discipline in any army." Quayle actually said a "certain element of discipline is absolutely imperative in any armed force" and press secretary David Beckwith said Quayle did not sanction "violent rounding up of deserters." In Lithuania, metal barricades were erected around the parliament building. All foreigners were also ordered out of the republic.

▶ Congress reacts, 4A

Burden of cancer care hits family

By Tim Friend
 USA TODAY

DAYTONA BEACH, Fla. — Cancer patients are being discharged from hospitals earlier and sicker than ever before, shifting the burden of care to families, a new study shows. "Our current reimbursement for home care discriminates against the chronically ill, leaving patients with complex needs out there on their own," says Karen Buhler-Wilkerson, University of Pennsylvania. She says her findings affect baby boomers because: ▶ Aging parents are at risk for cancer and other diseases. ▶ Trends in Medicare hospital payments suggest the burden will be shifted to the family even more in the future. Consider "what it would be like to spend six months coping with complex problems day and night, seven days a week," says Buhler-Wilkerson. Her study of 233 patients and their caregivers, presented Tuesday at an American Cancer Society seminar, shows 1 in 4 patients requires: ▶ Frequent dressing changes of draining wounds. ▶ Colostomy and urine bag changes. ▶ Suctioning of throat tubes after tracheostomies. Ten to 20 percent had to be tube-fed several hours a day. Fifty percent received reimbursable in-home care one to four times a week; 8 percent got daily care. But after three months, only 78 percent were still eligible. After six months: ▶ 31 percent had died. ▶ 52 percent required rehospitalization. ▶ 27 percent returned to their usual activities.

▶ Warning on oral cancer, 1D

Oscar films head for video

By Jefferson Graham
 USA TODAY

LOS ANGELES — The race to get Oscar winners into video stores is on. Buena Vista Home Video releases *Dead Poet's Society*, best original screenplay winner, today. *The Little Mermaid*, which won awards for score and song Monday night, arrives in May. The big winner, *Driving Miss Daisy* (four awards, including best picture and actress) is still in theaters, and won't hit video stores until at least September.

Plans for current releases: ▶ *My Left Foot* (actor, supporting actress) is expected in early summer. ▶ *Born on the Fourth of July* (director) hits stores this fall. ▶ Triple-winner *Glory* is planned for late 1990. ▶ *Batman* (art direction), *Indiana Jones and the Last Crusade* (sound effects) and *The Abyss* (visual effects) already are in stores. So are *Field of Dreams* and *Do The Right Thing*, which were nominated, but didn't win. ▶ Awards afterglow, 2D